WHOLE EARTH REVIEW
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January 19, 1989

KJ File Copy

Peter Schwartz
Global Business Network
5900-H Hollis Street
Emeryville, CA 94608

Dear Peter,

We seem to have had some sort of communications breakdown last week as to our receiving final approval on the Scenario Booklet. After speaking with Lawrence and Stewart we decided to begin production work on the assumption that we would be receiving approval (and with an understanding theat we would submit an invoice for a "kill fee" for our work already done if the job were to be cancelled). This seemed the best course given our tight timeline.

Here are the final prices for our work on the GBN Scenario Booklet, incorporating the costs for the printer we have chosen to use (George Lithograph, in San Francisco):

| | 250 | 500 | 1000 |
|---|---|---|---|
| Production work | 26,023 | 26,023 | 26,023 |
| Printing | 8,365 | 9,513 | 11,851 |
| TOTAL | $34,388 | $35,536 | $37,874 |

This price includes 10 duplicated charts for opaque projection. If you wish to do more (or less) the cost can be adjusted accordingly. You can assume a total cost (printing and production) of approximately $150 per chart.

We are currently working with George Litho to be able to produce this job by giving them our final PageMaker files from which they would then directly produce color separated negatives. If this works out, then the printing costs will be somewhat lower.

We would like to set this project up such that Whole Earth will bill GBN for our production work and George Litho will bill you directly for the printing costs. Let me know if this is acceptable. To facilitate this I have asked our rep at George, Patti Flynn, to send you one of their information packets. The packet includes a credit application, and it will also give you general background on the printer,

their product and their plant. I am sending you a copy of their bid and paper samples under separate cover.

With a delivery of final editorial copy on February 1st and the printer's needed turn-around time of 10 working days, it seems that having printed books in hand by March 1 is not possible. We would propose to have final art to the printer by March 1 and have printed books in hand by March 15 (this date might be moved up a few days by special scheduling with George Litho, most likely at some extra cost).

Whole Earth is committed to meeting the prices stated above on the job as bid. In specific this means:

1) Any changes in print specifications (quantity, stock, colors, etc.) will affect the printing costs, for which GBN will be billed directly by George Lithograph.

2) GBN will work with WE to provide material for charts in convenient formats (Note: our bid was based on being able to scan charts from their original sources for our artists to use as templates. Last thursday we learned from Danica that GBN does not have originals for the vast majority of charts. This is a problem which needs discussion and may lead to increased costs).

3) The booklet will be a total of 80 pages and will include 35 charts. There will be color on a total of 55 of the 80 pages.

4) GBN will identify 80% of the charts to work on by 1/24/89; final copy and final charts will be provided by 2/1/89. Later delivery or any editorial changes after this point may lead to extra costs. Editorial changes after the booklet goes to the printer will be particularly expensive.

Below is a proposed timeline for the project. Note that we are proposing to make any final timeline adjustments on February 10, this in consultation with GBN.

TIMELINE:

| | |
|---|---|
| 01/24/89 | 80% of charts to WE |
| 02/01/89 | 100% of charts, final copy, and final print order to WE |
| 02/10/89 | Design mock-up to GBN for final approval |
| 02/10/89 | Final decisions made on timeline adjustments |
| 03/01/89 | Final production work done, delivered to printer |
| 03/15/89 | Booklets printed |

Regarding payment, we would like to receive 50% of our estimated production costs on approval of our bid, the balance due on completion.

Our production manager for this project will be Susan Ryan, until recently our magazine's production manager. She is very skilled and will be the person Stewart will be coordinating with. I will be continuing on in a financial oversight capacity.

There you go. I hope this covers all (or at least most) bases. We are proceeding with the work, so let me know if you have any questions. Please sign below if you approve our bid and send me a copy (or make any changes necessary before signing).

Sincerely,

Keith Jordan

cc: Lawrence Wilkinson
Stewart Brand
Susan Ryan
Kevin Kelly

encl: Invoice for GBN Brochure (PS only)

Approved for GBN by:

_____ (signature)

_____ (name)

_____ (title)

_____ (date)